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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/995,358	11/26/2001	Jules Zecchino	2870/566	2755
KAREN A. LO	7590 05/08/200 WNEY, ESQ.	EXAMINER		
ESTEE LAUDI	ER COMPANIES	FUBARA, BLESSING M		
125 PINELAW MELVILLE, N	-		ART UNIT	PAPER NUMBER
			1618	
			MAIL DATE	DELIVERY MODE
			05/08/2008	PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

## Advisory Action Before the Filing of an Appeal Brief

Application No.	Applicant(s)	
09/995,358	ZECCHINO ET AL.	
Examiner	Art Unit	
BLESSING M. FUBARA	1618	

	BLESSING M. FUBARA	1618	
The MAILING DATE of this communication appe	ars on the cover sheet with the c	correspondence add	ress
THE REPLY FILED 10 April 2008 FAILS TO PLACE THIS APP	LICATION IN CONDITION FOR AL	LOWANCE.	
1. The reply was filed after a final rejection, but prior to or on application, applicant must timely file one of the following application in condition for allowance; (2) a Notice of Apper for Continued Examination (RCE) in compliance with 37 Coperiods:	the same day as filing a Notice of A replies: (1) an amendment, affidavited al (with appeal fee) in compliance	Appeal. To avoid abar t, or other evidence, w with 37 CFR 41.31; or	hich places the (3) a Request
a) The period for reply expires 3 months from the mailing date b) The period for reply expires on: (1) the mailing date of this A no event, however, will the statutory period for reply expire to Examiner Note: If box 1 is checked, check either box (a) or ( MONTHS OF THE FINAL REJECTION. See MPEP 706.07()	dvisory Action, or (2) the date set forth in ater than SIX MONTHS from the mailing b). ONLY CHECK BOX (b) WHEN THE	date of the final rejection	on.
Extensions of time may be obtained under 37 CFR 1.136(a). The date have been filed is the date for purposes of determining the period of extunder 37 CFR 1.17(a) is calculated from: (1) the expiration date of the set forth in (b) above, if checked. Any reply received by the Office later may reduce any earned patent term adjustment. See 37 CFR 1.704(b). NOTICE OF APPEAL	ension and the corresponding amount of hortened statutory period for reply original controls.	of the fee. The appropria nally set in the final Office	ate extension fee e action; or (2) as
2. The Notice of Appeal was filed on 10 April 2008. A brief in date of filing the Notice of Appeal (37 CFR 41.37(a)), or a Since a Notice of Appeal has been filed, any reply must be AMENDMENTS	ny extension thereof (37 CFR 41.37	7(e)), to avoid dismiss	al of the appeal.
3. The proposed amendment(s) filed after a final rejection, b  (a) They raise new issues that would require further cor  (b) They raise the issue of new matter (see NOTE belo  (c) They are not deemed to place the application in bet	nsideration and/or search (see NOT w);	E below);	
appeal; and/or  (d) They present additional claims without canceling a converse NOTE: (See 37 CFR 1.116 and 41.33(a)).			10 133403 101
<ul> <li>4.  The amendments are not in compliance with 37 CFR 1.12</li> <li>5.  Applicant's reply has overcome the following rejection(s):</li> <li>6.  Newly proposed or amended claim(s) would be all non-allowable claim(s).</li> </ul>			
7. For purposes of appeal, the proposed amendment(s): a) how the new or amended claims would be rejected is provided that the status of the claim(s) is (or will be) as follows:  Claim(s) allowed:  Claim(s) objected to:  Claim(s) rejected:  Claim(s) withdrawn from consideration:		l be entered and an e	xplanation of
AFFIDAVIT OR OTHER EVIDENCE  8. ☐ The affidavit or other evidence filed after a final action, bu because applicant failed to provide a showing of good and was not earlier presented. See 37 CFR 1.116(e).			
9. The affidavit or other evidence filed after the date of filing entered because the affidavit or other evidence failed to o showing a good and sufficient reasons why it is necessary	vercome <u>all</u> rejections under appea vand was not earlier presented. Se	ıl and/or appellant fail: ee 37 CFR 41.33(d)(1	s to provide a ).
<ul> <li>10. ☐ The affidavit or other evidence is entered. An explanation REQUEST FOR RECONSIDERATION/OTHER</li> <li>11. ☒ The request for reconsideration has been considered but</li> </ul>		•	
See Continuation Sheet.  12. Note the attached Information Disclosure Statement(s).		CONTRICTION ANDWAIT	55 555aa56.
13. Other:			
/Michael G. Hartley/ Supervisory Patent Examiner, Art Unit 1618			

Continuation of 11. does NOT place the application in condition for allowance because: Applicant's arguments that Wheeler's composition does not contain salt in the aqueous phase at from about 1 to about 10% is not persuasive since the formulation of Wheeler may contain salts at 0.05 to 20% and preferably at 0.2 to 1% in the aqueous (page 4, lines 2-4) with the 0.05 to 20% overlapping with recited range. It is also noted claim 1 says that the aqueous phase contains salt so that the alginate salt or the cellulose salt meets that limitation. The examples in Wheeler represent certain embodiments of Wheeler's composition so that applicant's arguments that Example 1 of Wheeler, a skin cleansing composition does not contain a salt is not persuasive because Wheeler discloses that the aqueous phase contains salts of alginate gums (page 4, lines 2-4).

Furthermore, the examiner disagrees with applicant that the surfactant in Wheeler is greater than 1% as is in Examples 2 and 3, which contain surfactant in amounts of 13.5% because examples 2 and 3 are specific embodiments of Wheeler in which the surfactant amount is high in view of being shampoo. However, Wheeler specifically discloses that the biliquid foam comprises surfactants to stabilize the formulation with the surfactant present at between 0.05 and 0.5% (3rd full paragraph). It is also noted that the applicant on page 3 of the remarks at the 3rd full paragraph acknowledges Wheeler to teach formulation that is at a pH of less than 7 and that has surfactant at less than 1%.

Applicant further argues that using the Clariant polymeric sulfonic acid gellant in the formulation of Wheeler would not result in applicant's claimed composition because the claimed composition contains substantial amounts of electrolytes and less than 1% surfactant. But the examiner disagrees because Wheeler teaches that the composition has less than 1% surfactant, because the claims do not recite the presence of electrolytes, instant claim 1 only says that the aqueous phase contains salt and the alginate salt satisfies that limitation; also page 5, at the 1st full paragraph, Wheeler contemplates the use of salts such as the salt of stearic acid.

Applicant's argument that the "Clariant brochure merely discloses that the polymeric sulfonic acids of the present invention are known in the art for use as a gellant ... and that the gellant may be used under low pH conditions" supports motivation to use the gellant in the composition of Wheeler, which is at a pH of less that 7, an acidic pH. Shampoos are not the only compositions described by Wheeler (4th full paragraph of page 3).